CACI

Catchment Summary - Golden Lion St Helens

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

Legend		
🟩	Over GB Average	
⬜	Around GB Average	
🟥	Under GB Average	

	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,931	5,592	803,538	74	38	212

Population & Adults 18+ index is based on all pubs

	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Adults 18+	3,291	4,657	630,805	76	26	211
Competition Pubs	6	7	671	40	22	185
Adults 18+ per Competition Pub	549	665	940	66	81	114
% Adults Likely to Drink	84.5%	84.2%	81.9%	102	102	99

Affluence		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Low	16.6%	18.0%	33.8%	65	70	132
	Medium	40.4%	41.9%	47.7%	103	106	121
	High	40.0%	38.0%	17.2%	119	113	51

*Affluence does not include Not Private Households

Age Profile		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	18-24	216	299	60,038	68	66	92
	25-34	294	424	105,702	56	57	99
	35-44	373	551	97,425	74	77	94
	45-64	1,061	1,502	210,022	106	105	102
	65+	1,347	1,881	157,618	179	176	103
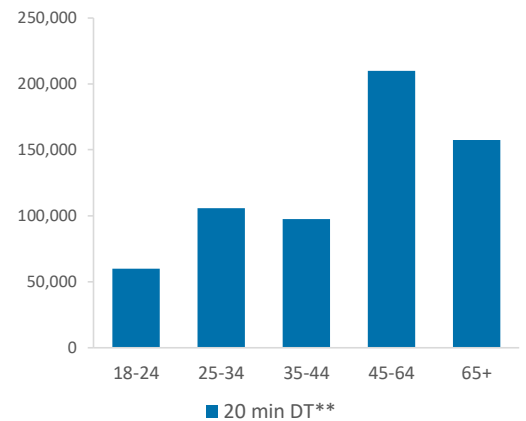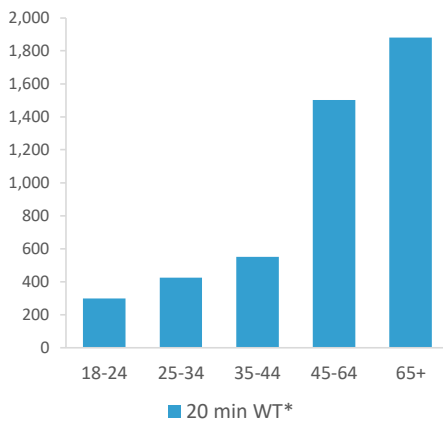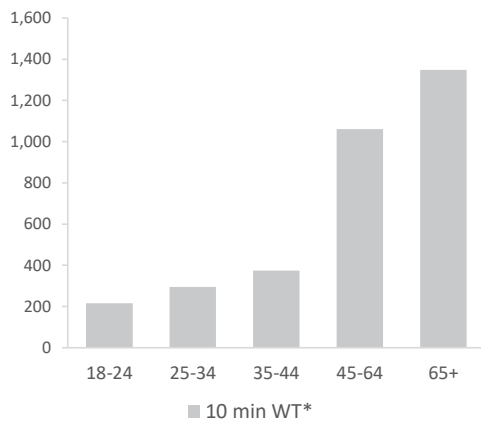
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	1,877 (48%)	2,668 (48%)	390,464 (49%)	97	96	98
Female	2,054 (52%)	2,924 (52%)	413,074 (51%)	103	103	102
Economic Status (16-74)						
Employed: Full-time	957 (36%)	1,393 (37%)	225,531 (39%)	87	89	94
Employed: Part-time	345 (13%)	483 (13%)	79,073 (14%)	100	99	106
Self employed	215 (8%)	315 (8%)	37,296 (6%)	85	88	68
Unemployed	32 (1%)	43 (1%)	18,818 (3%)	51	48	138
Retired	732 (28%)	1,007 (27%)	89,261 (16%)	201	195	113
Other	364 (14%)	514 (14%)	125,023 (22%)	70	69	110

	10 min WT*	20 min WT*	20 min DT**
Total Worker Count	1,186	1,577	309,578

See the Glossary page for further information on the above variables

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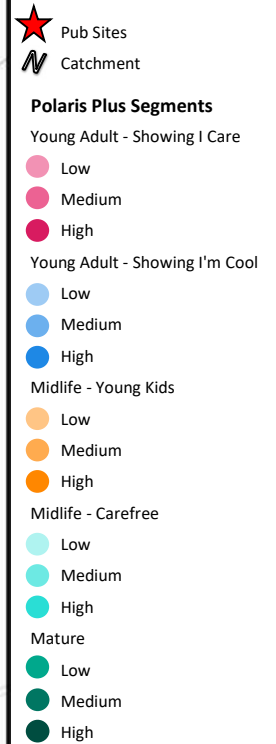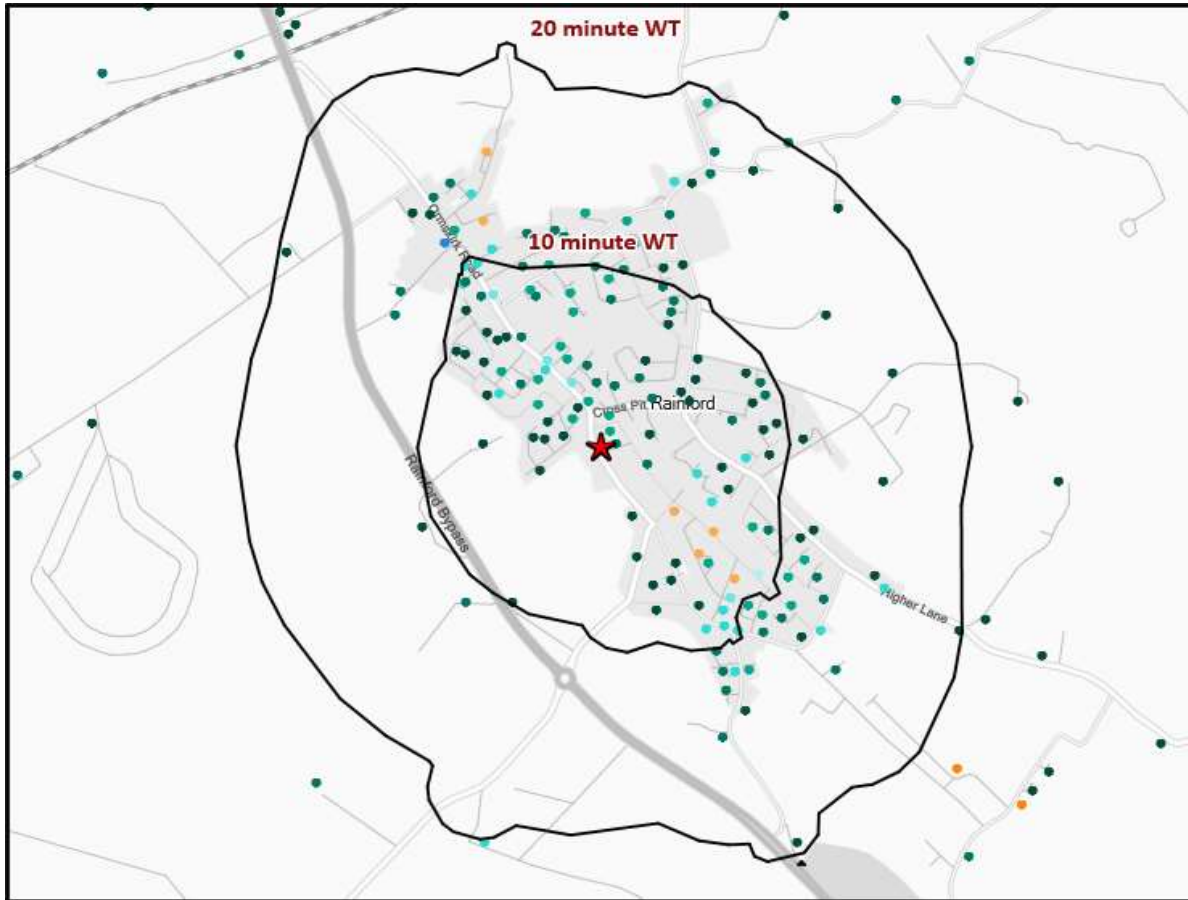## Polaris Summary - Golden Lion St Helens

Legend:
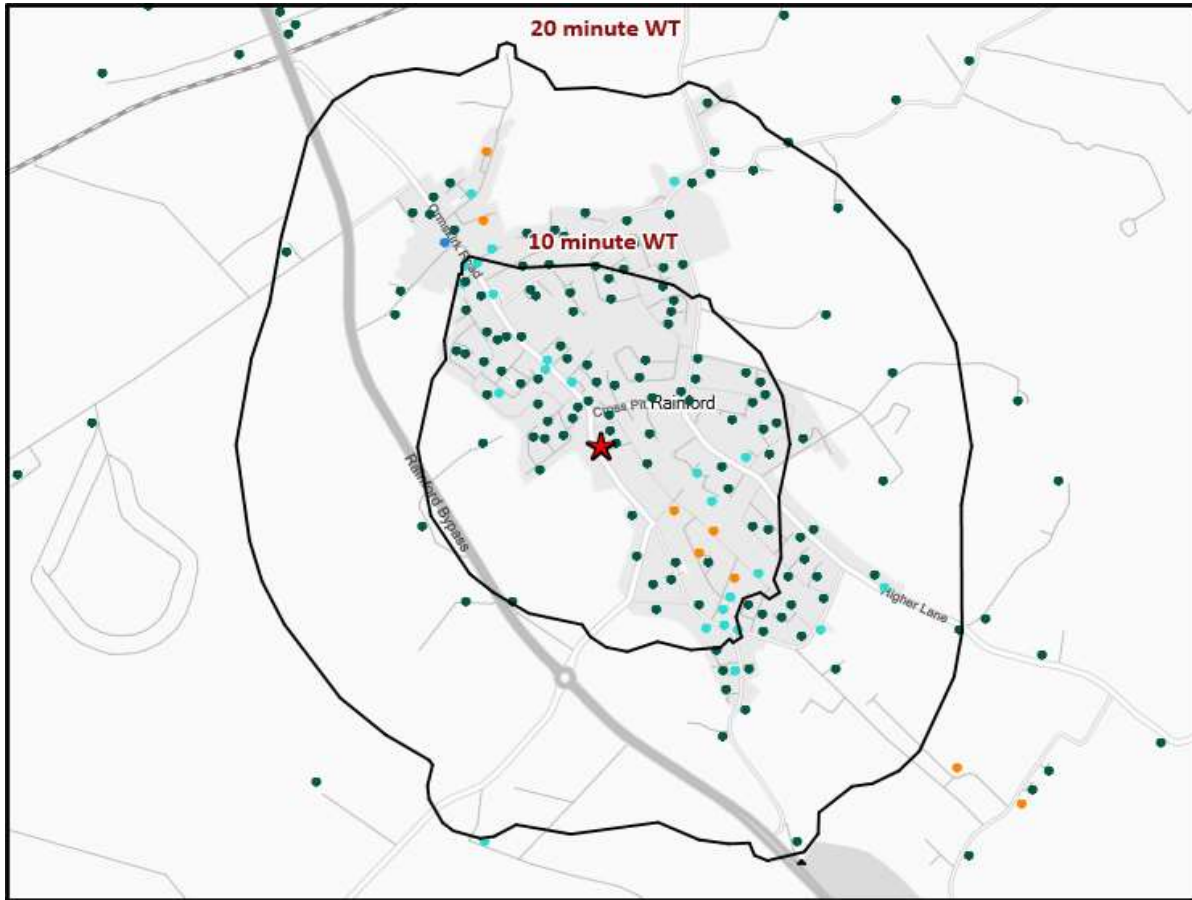
★ Pub Sites
N Catchment

Polaris Segments

● Young Adult - Showing I Care
● Young Adult - Showing I'm Cool
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	12,320	0	0	22
Young Adult - Showing I'm Cool	0	9	61,879	0	2	107
Midlife - Young Kids	234	311	259,393	23	21	131
Midlife - Carefree	421	624	149,136	61	64	112
Mature	2,537	3,614	140,176	276	277	79
Not Private Households	99	99	7,901	209	148	87
Total	3,291	4,657	630,805			

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Polaris Summary - Golden Lion St Helens

star PUBS & BARS

★ Pub Sites

N Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	3,609	0	0	14
Medium	0	0	819	0	0	10
High	0	0	7,892	0	0	37
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	47,421	0	0	203
High	0	9	14,458	0	4	51
Midlife - Young Kids						
Low	0	0	142,859	0	0	204
Medium	234	311	87,933	48	45	93
High	0	0	28,601	0	0	84
Midlife - Carefree						
Low	44	44	26,318	39	28	123
Medium	46	66	89,019	21	21	210
High	331	514	33,799	92	101	49
Mature						
Low	501	794	40,482	256	287	108
Medium	1,050	1,573	75,862	252	267	95
High	986	1,247	23,832	319	285	40
Not Private Households	99	99	7,901	209	148	87
Total	3,291	4,657	630,805			

Transactional Data Summary - Golden Lion St Helens

star PUBS & BARS

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.8%
Young Adult - Showing I Care - Medium	0.3%
Young Adult - Showing I Care - High	0.6%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	1.6%
Young Adult - Showing I'm Cool - High	1.8%
Midlife - Young Kids - Low	6.9%
Midlife - Young Kids - Medium	7.3%
Midlife - Young Kids - High	10.8%
Midlife - Carefree - Low	0.9%
Midlife - Carefree - Medium	9.0%
Midlife - Carefree - High	11.3%
Mature - Low	7.7%
Mature - Medium	20.6%
Mature - High	20.5%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£33
Young Adult - Showing I Care - Medium	£86
Young Adult - Showing I Care - High	£19
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£19
Young Adult - Showing I'm Cool - High	£27
Midlife - Young Kids - Low	£33
Midlife - Young Kids - Medium	£38
Midlife - Young Kids - High	£39
Midlife - Carefree - Low	£30
Midlife - Carefree - Medium	£32
Midlife - Carefree - High	£33
Mature - Low	£31
Mature - Medium	£32
Mature - High	£33

Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

Golden Lion St Helens — Star Pubs

Mobile Data Summary - Golden Lion St Helens

star PUBS & BARS
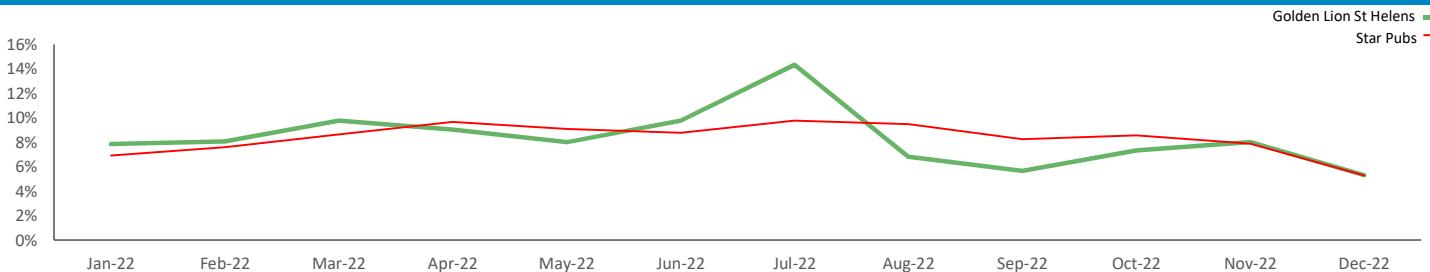
Time of Day/Day of Week
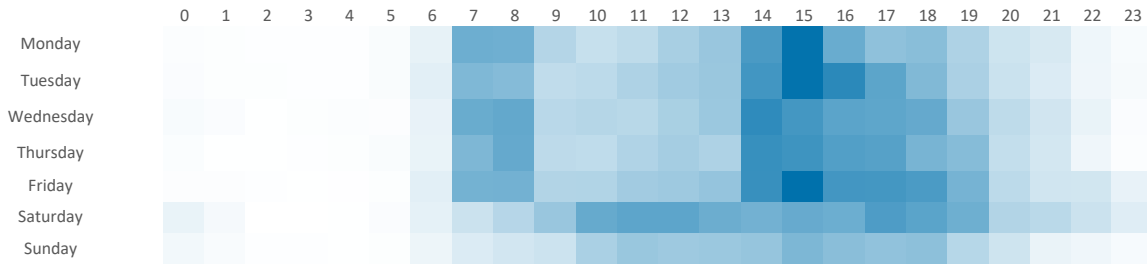
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month
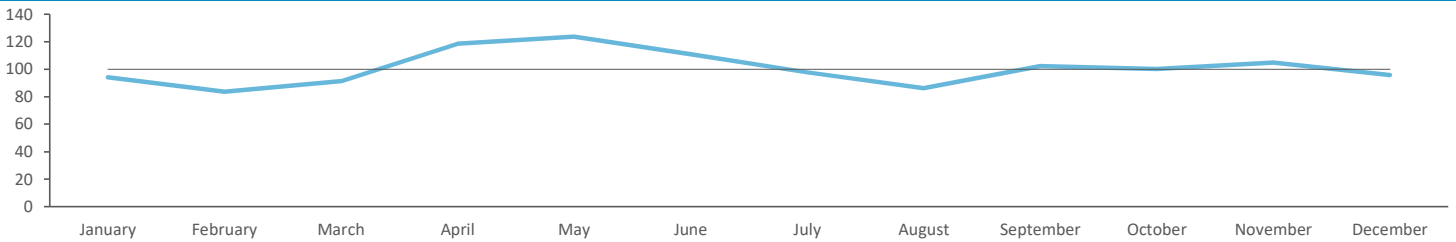
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home
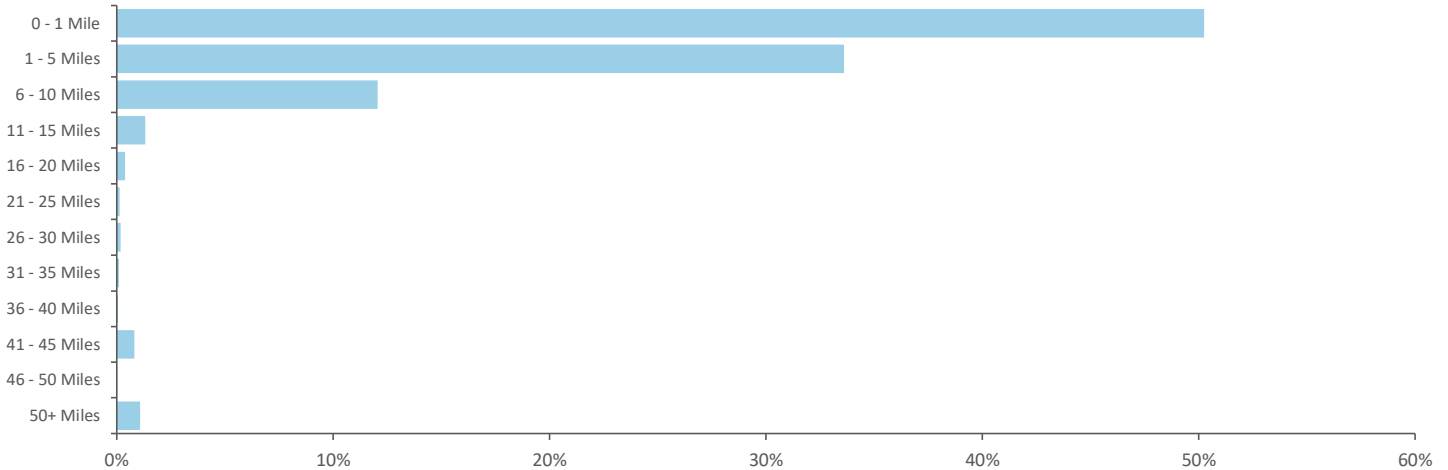
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile
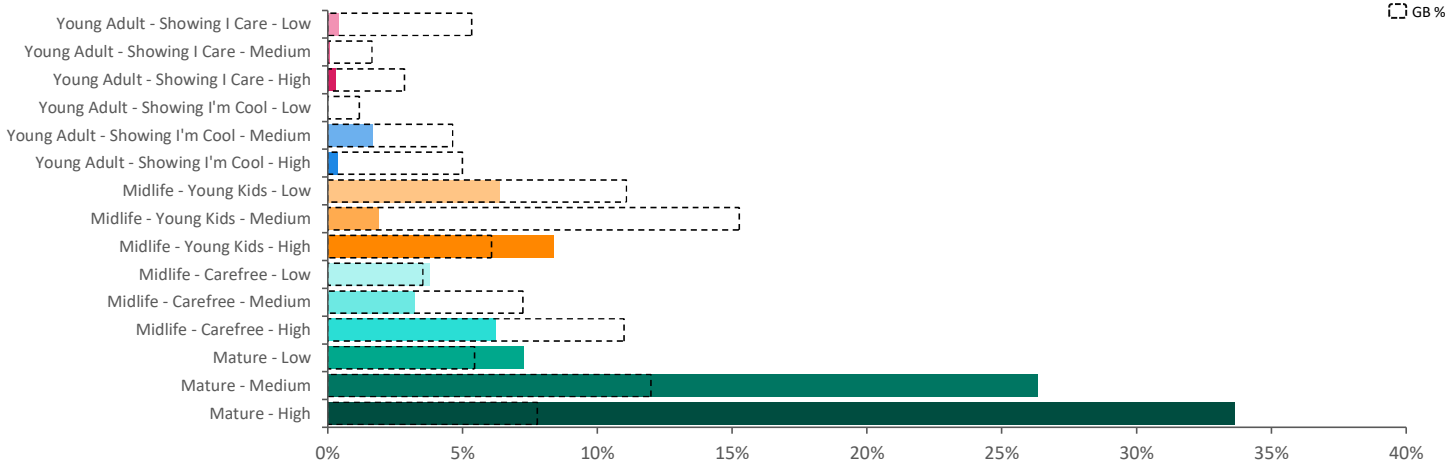
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Golden Lion St Helens

star PUBS & BARS

Legend:

- ★ Pub Sites
- N Catchment

CGA Licensed Premises
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs
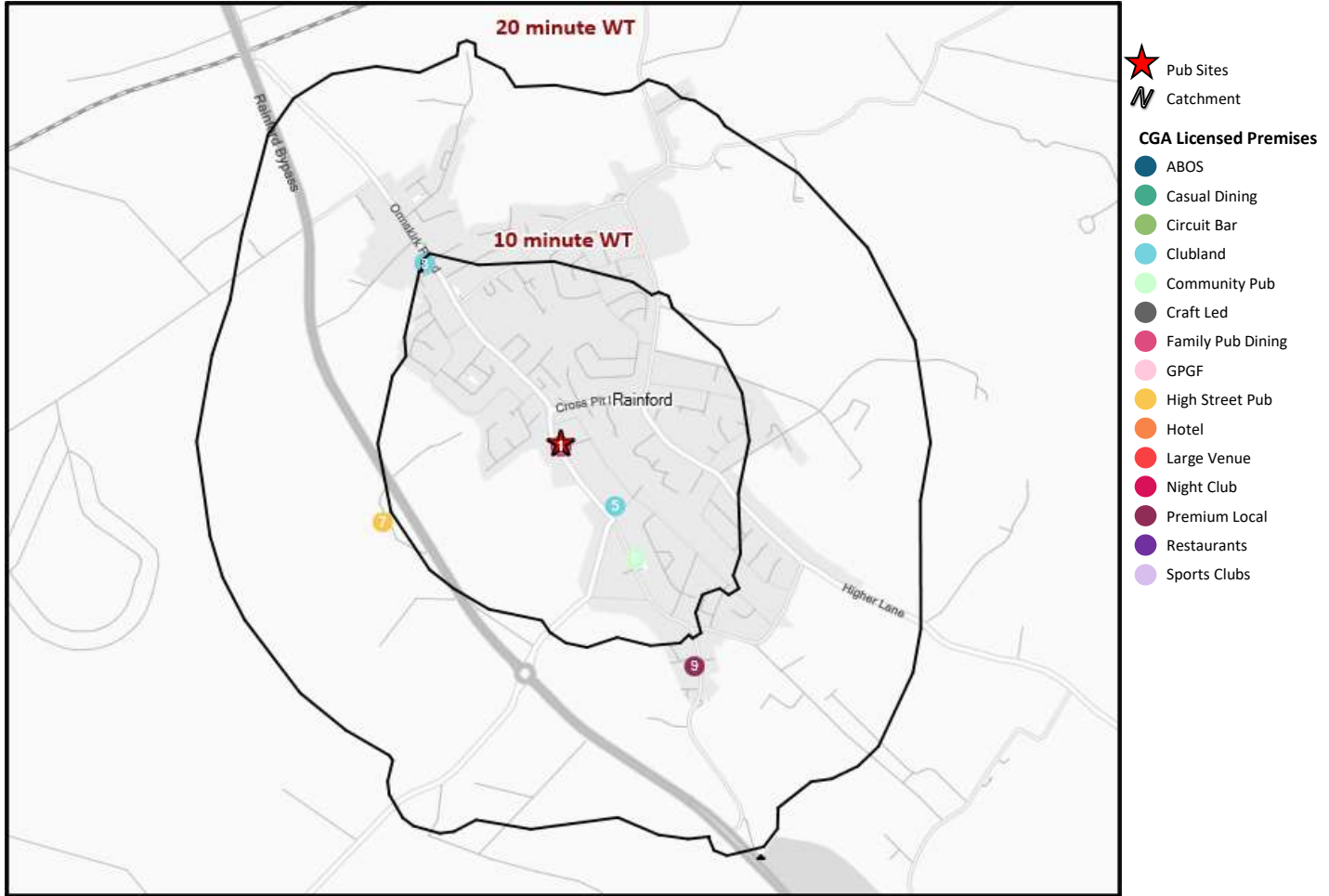
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Eagle & Child	WA11 8HE	Star Pubs & Bars	Premium Local	0.0
1	Rainford Cricket Club	WA11 8HE	Independent Free	Clubland	0.0
1	Cottage Tandoori	WA11 8HE	Independent Free	Restaurants	0.0
1	Golden Lion	WA11 8HE	Star Pubs & Bars	Family Pub Dining	0.0
5	Rainford Parish Council	WA11 8HB	Independent Free	Clubland	0.2
6	Derby Arms	WA11 8EZ	Punch Pub Company	Community Pub	0.3
7	Inglenook Farm Cafe	WA11 8AE	Independent Free	High Street Pub	0.4
8	Rainford Labour Club	WA11 8HR	Independent Free	Clubland	0.5
9	Star Inn	WA11 8PX	Unknown	Premium Local	0.5
10	Rainford North End Club	WA11 7LN	Independent Free	Clubland	1.2
11	Junction	WA11 7JU	*Other Small Retail Groups	Family Pub Dining	1.2

Per Pub Analysis - Golden Lion St Helens

- 🟩 Over GB Average
- ⬜ Around GB Average
- 🟥 Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,291	4,657	630,805
Number of Competition Pubs	6	7	671
Adults 18+ per Competition Pub	549	665	940

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	142	4.3%	42
Circuit Bar	68	2.1%	56
Community Pub	611	18.6%	107
Craft Led	14	0.4%	13
Great Pub Great Food	850	25.8%	135
High Street Pub	547	16.6%	96
Premium Local	870	26.4%	151

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	193	4.1%	41
Circuit Bar	100	2.1%	59
Community Pub	936	20.1%	116
Craft Led	19	0.4%	13
Great Pub Great Food	1,165	25.0%	130
High Street Pub	832	17.9%	103
Premium Local	1,203	25.8%	147

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	45,511	7.2%	71
Circuit Bar	20,697	3.3%	89
Community Pub	136,394	21.6%	125
Craft Led	15,981	2.5%	80
Great Pub Great Food	75,373	11.9%	62
High Street Pub	132,866	21.1%	122
Premium Local	80,745	12.8%	73

star PUBS&BARS

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB
Over GB Average	Index value is > 120
Around GB Average	Index value is between 80 - 120
Under GB Average	Index value is < 80

Polaris Segmentation

Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"	"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."	"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

Licensed Premises

The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.

Competition Pubs

Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.

Mobile data

Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.

Acorn

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

Transactional data

Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.